



**TEXAS DEPARTMENT OF HEALTH
AUSTIN TEXAS
INTER-OFFICE**

#03-094

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Barbara Keir, Director **(Original Signed)**
Division of Public Health Nutrition and Education
Bureau of Nutrition Services

DATE: August 22, 2003

SUBJECT: National WIC Association WIC Advertising and Media Campaign

The National WIC Association (NWA) recently produced a WIC advertising and media campaign in conjunction with the Advertising Council. Texas did not participate in this project, however, as a public service announcement, the campaign will run in Texas during the next few months. Advertising for television, radio and print media can be viewed by going to the website at: http://www.adcouncil.org/campaigns/women_infants_children/.

Because the ads will run on free air-time as public service announcements, we do not know exactly when and where they will run, but most likely will run in the major television markets around the State. The ads give a telephone number to call, and we are told by NWA that when a person from Texas calls that number, they will be connected to the Texas WIC 1-800 number.

If you have questions or require additional information, please contact Mary Van Eck, Manager, Nutrition Education, Breastfeeding and Outreach, at (512) 458-7111, extension 3484.